FORTNITE

PROGRAM OVERVIEW

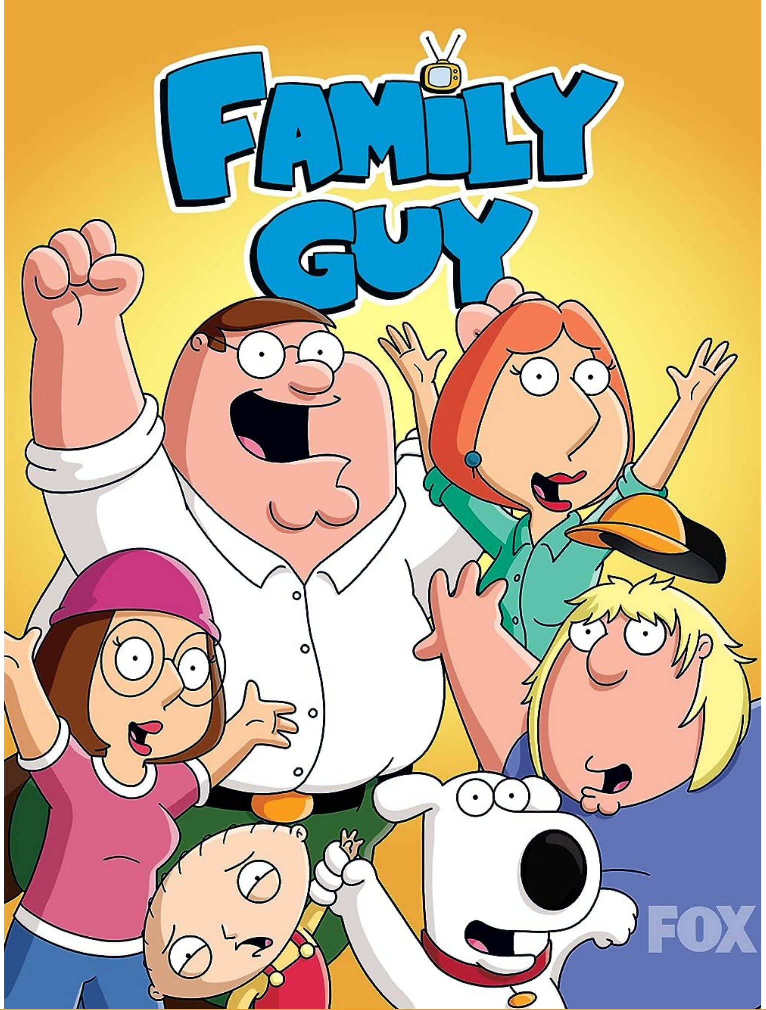
LIVE: DECEMBER 3, 2023

SUMMARY

Buff Peter along with other Family Guy themed items and experiences are coming to Fortnite.

PILLARS

- Chapter 5 Battle Pass (Buff Peter + variant)
- Map Point of Interest (POI) & Quest NPC
- Item Shop (Ernie the Chicken) ← ~Jan 30th 2024



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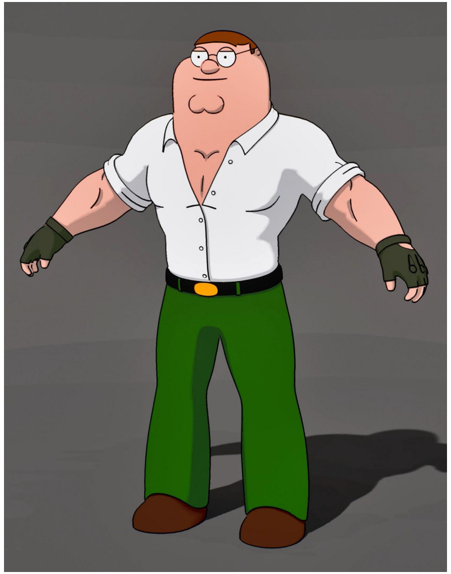
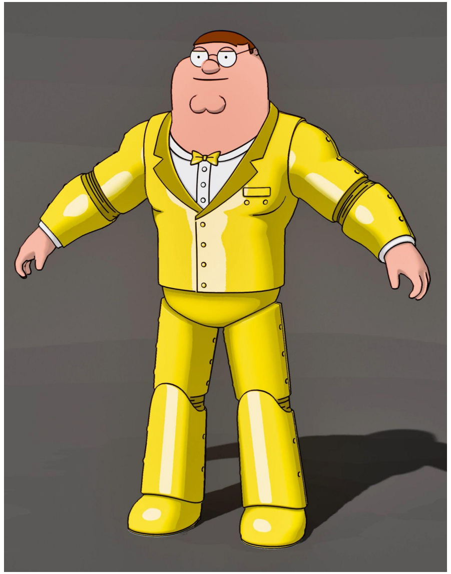
BATTLE PASS SET +
GAMEPLAY

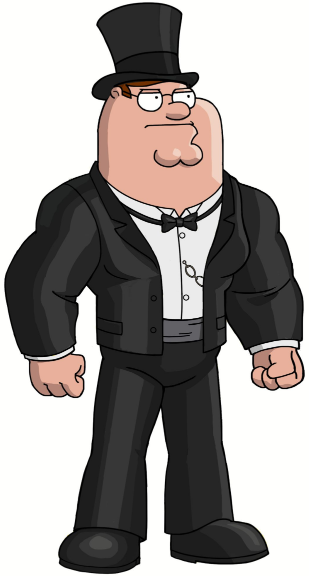
BATTLE PASS OUTFITS | PETER GRIFFIN



BUFF PETER
(DEFAULT)



GOLD SUIT PETER
(VARIANT)



BLACK TUXEDO PETER
(VARIANT
HAT ON/OFF)

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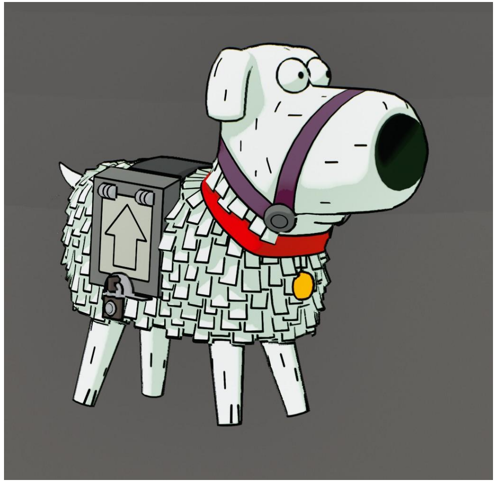
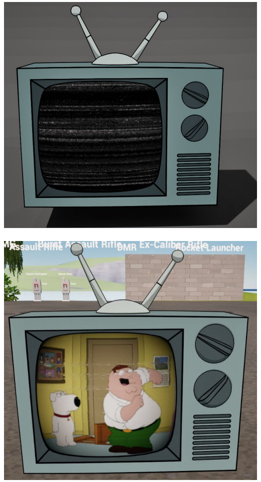
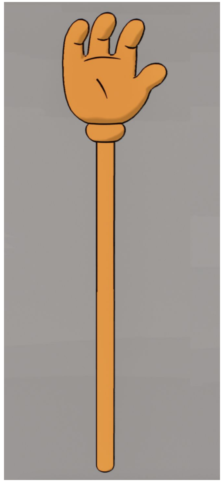
BATTLE PASS ACCESSORIES




DMR
Ex-Caliber Rifle
Rocket Launcher

FLASHES BETWEEN ICONIC PETER SCENES

BACK BLINGS



PICKAXE

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BATTLE PASS ACCESSORIES

GLIDER

WRAP

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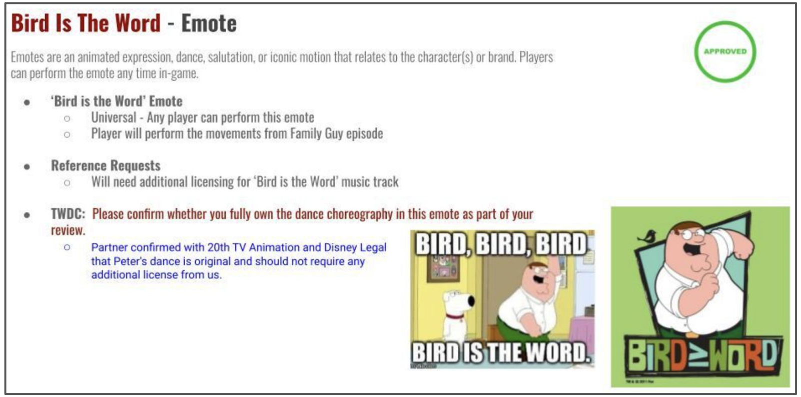
BATTLE PASS ACCESSORIES



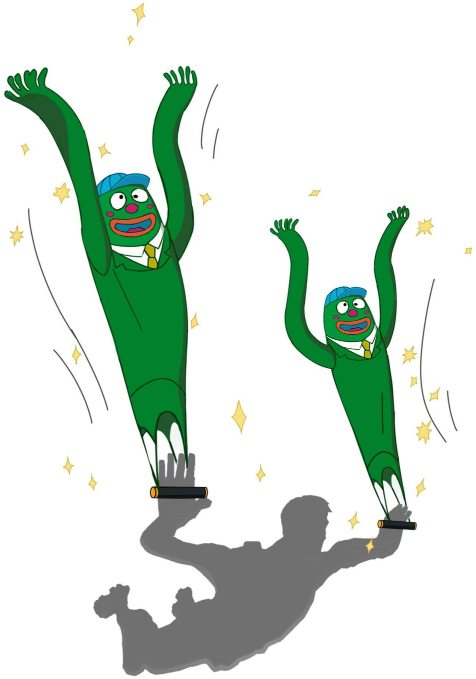
Bird Is The Word - **Emote**

APPROVED

Emotes are an animated expression, dance, salutation, or iconic motion that relates to the character(s) or brand. Players can perform the emote any time in-game.

- 'Bird is the Word' Emote
  - Universal - Any player can perform this emote
  - Player will perform the movements from Family Guy episode
- Reference Requests
  - Will need additional licensing for 'Bird is the Word' music track
- TWDC: Please confirm whether you fully own the dance choreography in this emote as part of your review.
  - Partner confirmed with 20th TV Animation and Disney Legal that Peter's dance is original and should not require any additional license from us.

EMOTE



CONTRAIL CONCEPT

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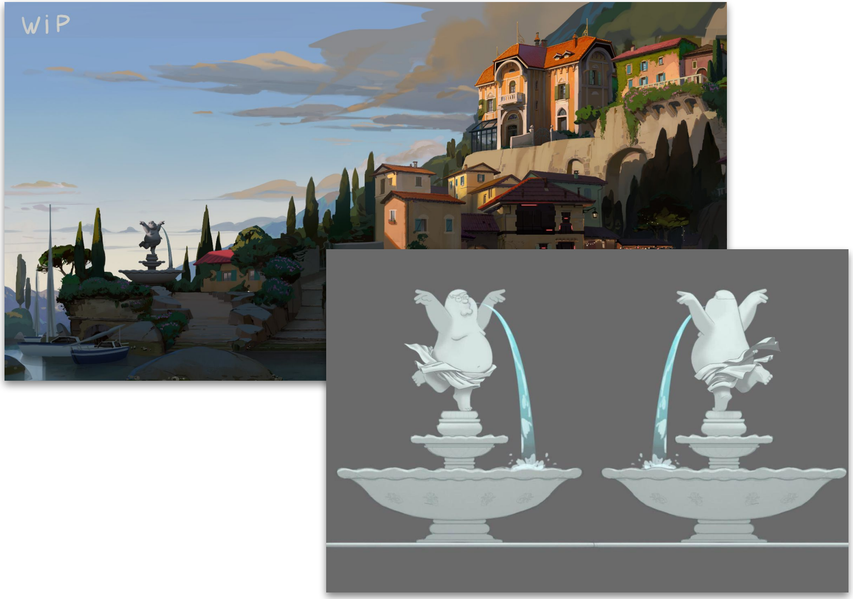
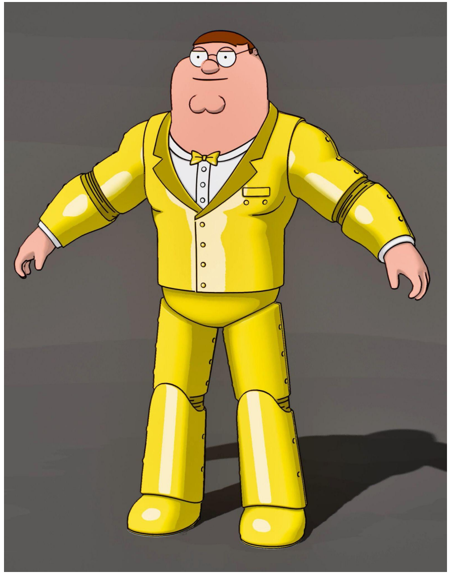
GAMEPLAY

FORTNITE MAP: POINT OF INTEREST & QUEST NPC



POINT OF INTEREST (POI)



QUEST NON-PLAYABLE CHARACTER (NPC)

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FORTNITE X LEGO MINIFIG

FORTNITE X LEGO

More info to be provided at a later date

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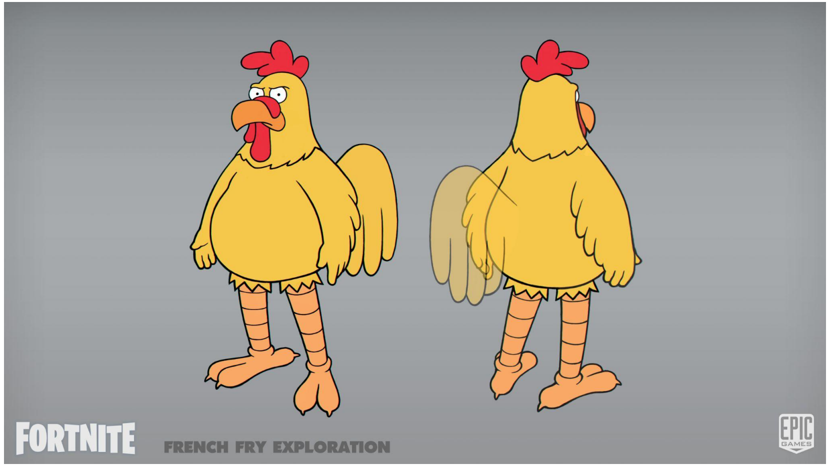
FORTNITE ITEM SHOP

ITEM SHOP | ERNIE THE CHICKEN


FORTNITE
FRENCH FRY EXPLORATION
EPIC GAMES

ERNIE THE CHICKEN

(outfit, backpack & pickaxe concepts to be updated)

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BATTLE PASS 101

THE FORTNITE BRAND

Fortnite is a stylized, vibrant representation of the real world. Putting a future soldier next to a girl in a pink bear suit is normal here. We put the idea of fun before anything practical, but at the same time we make sure the visuals are believable and understandable. Aiming for broad cultural appeal and inclusivity guarantees there should be something for everyone within Fortnite.

THE FORTNITE STYLE

VIBRANT

Every piece of art in Fortnite has energy. Colors and materials are juicy and pop off the screen. Visual feedback is delivered with enthusiasm and clarity. Every object we craft should have enough character to justify its own existence.

IRREVERENT

We don't take ourselves too seriously. Putting a gun in the hands of a beat up hot pink teddy bear is normal here. We optimize for fun and spreading joy. We are refreshingly individualistic.

BELIEVABLE

No matter how stylized or over the top our idea, we will present it in a way that players will find plausible. There is a grounded physicality to everything in Fortnite from animation to weapon designs.

FORTNITE
LAST RESORT
BATTLE ROYALE | C4S4

FORTNITE
WILDS
BATTLE ROYALE | C4S3
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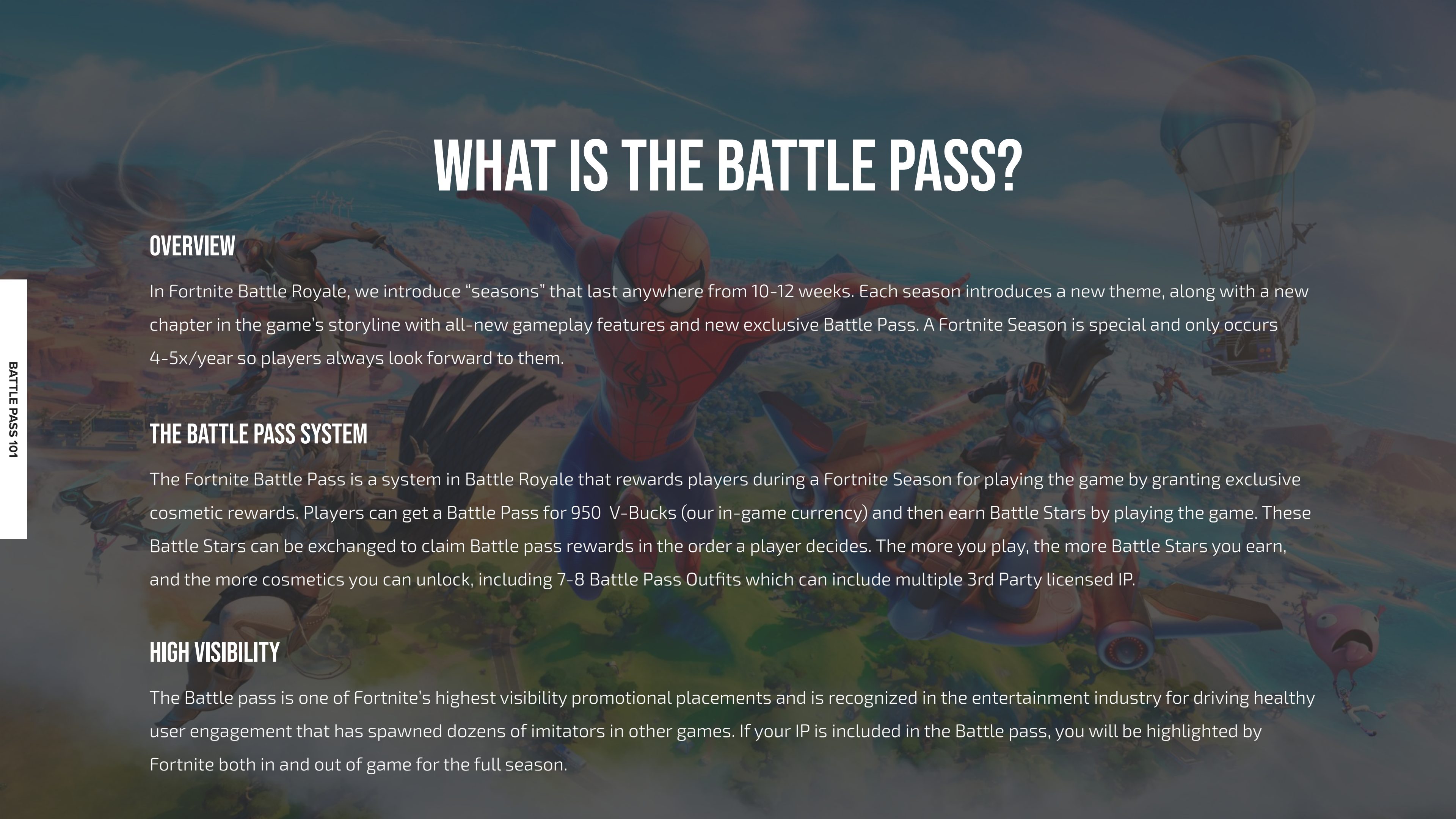


WHAT IS THE BATTLE PASS?

OVERVIEW

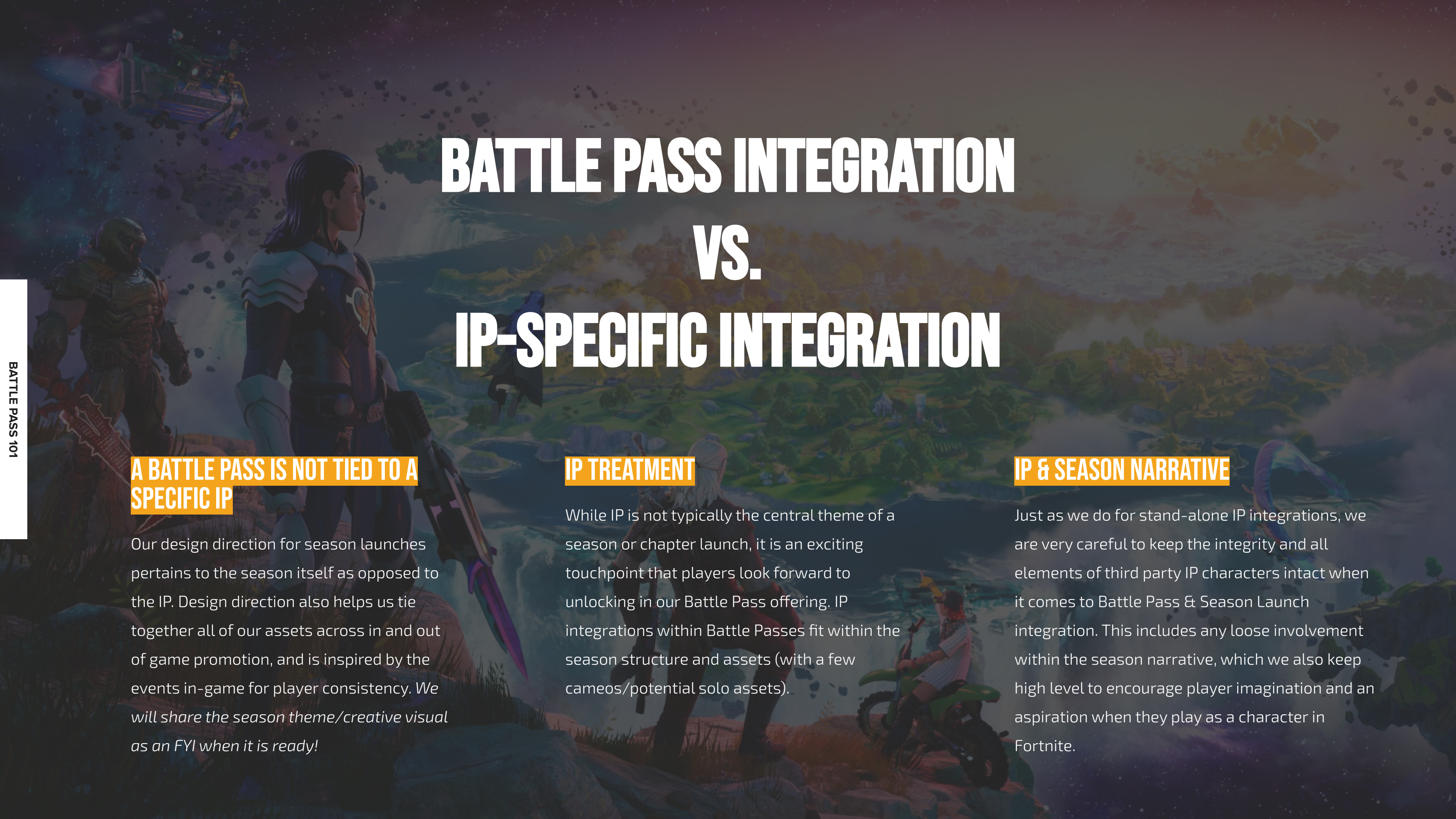
In Fortnite Battle Royale, we introduce “seasons” that last anywhere from 10-12 weeks. Each season introduces a new theme, along with a new chapter in the game’s storyline with all-new gameplay features and new exclusive Battle Pass. A Fortnite Season is special and only occurs 4-5x/year so players always look forward to them.

THE BATTLE PASS SYSTEM

The Fortnite Battle Pass is a system in Battle Royale that rewards players during a Fortnite Season for playing the game by granting exclusive cosmetic rewards. Players can get a Battle Pass for 950 V-Bucks (our in-game currency) and then earn Battle Stars by playing the game. These Battle Stars can be exchanged to claim Battle pass rewards in the order a player decides. The more you play, the more Battle Stars you earn, and the more cosmetics you can unlock, including 7-8 Battle Pass Outfits which can include multiple 3rd Party licensed IP.

HIGH VISIBILITY

The Battle pass is one of Fortnite’s highest visibility promotional placements and is recognized in the entertainment industry for driving healthy user engagement that has spawned dozens of imitators in other games. If your IP is included in the Battle pass, you will be highlighted by Fortnite both in and out of game for the full season.



BATTLE PASS INTEGRATION VS. IP-SPECIFIC INTEGRATION

A BATTLE PASS IS NOT TIED TO A SPECIFIC IP

Our design direction for season launches pertains to the season itself as opposed to the IP. Design direction also helps us tie together all of our assets across in and out of game promotion, and is inspired by the events in-game for player consistency. *We will share the season theme/creative visual as an FYI when it is ready!*

IP TREATMENT

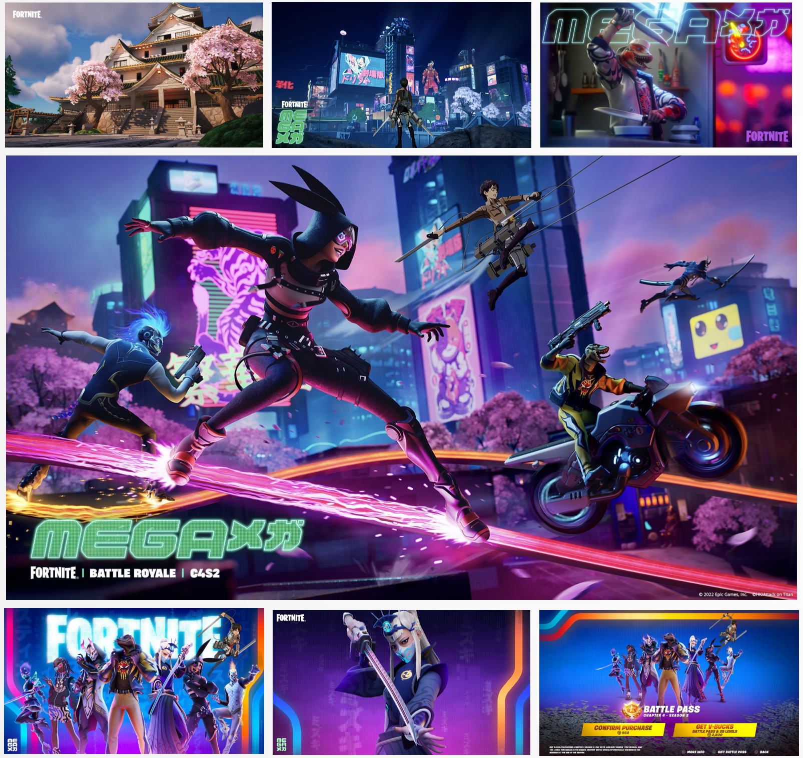
While IP is not typically the central theme of a season or chapter launch, it is an exciting touchpoint that players look forward to unlocking in our Battle Pass offering. IP integrations within Battle Passes fit within the season structure and assets (with a few cameos/potential solo assets).

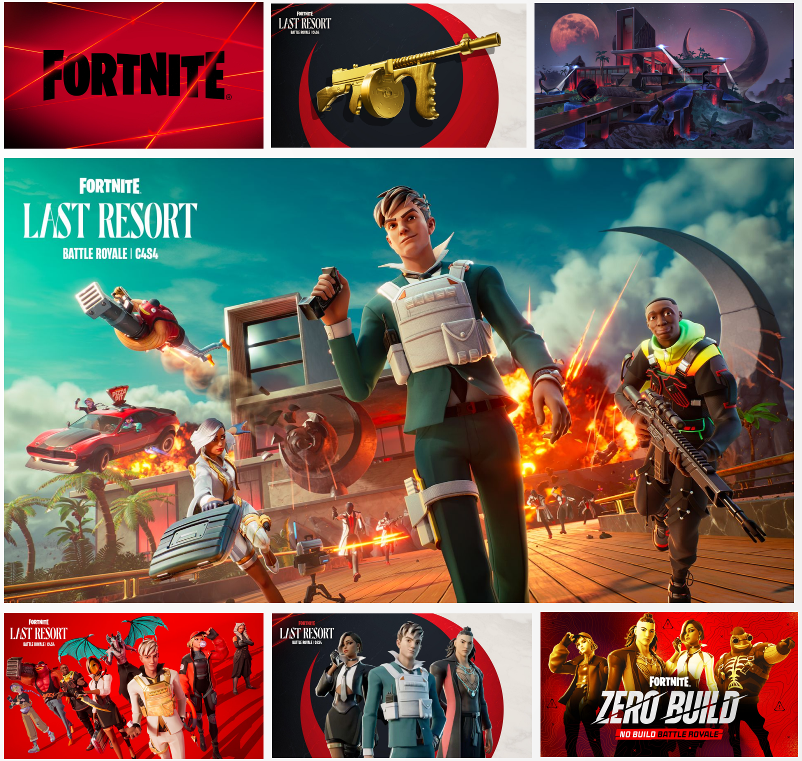
IP & SEASON NARRATIVE

Just as we do for stand-alone IP integrations, we are very careful to keep the integrity and all elements of third party IP characters intact when it comes to Battle Pass & Season Launch integration. This includes any loose involvement within the season narrative, which we also keep high level to encourage player imagination and an aspiration when they play as a character in Fortnite.

SEASON THEME EXAMPLES

Each Fortnite Season & Chapter launch comes with a new theme that reflects the latest updates in-game, and ties all in-game/out of game elements together. Each season theme is different from the next. Please see a few examples of past season themes below for reference.


FORTNITE
MEGA メガ
FORTNITE | BATTLE ROYALE | C4S2
© 2022 Epic Games, Inc. ©HIVAttack on Titan
BATTLE PASS
CHAPTER 4 · SEASON 2
CONFIRM PURCHASE
GET V-BUCKS


FORTNITE
LAST RESORT
BATTLE ROYALE | C4S4
FORTNITE
ZERO BUILD
NO BUILD BATTLE ROYALE

CHAPTER 5
OVERVIEW

WIP

FORTNITE®

BATTLE ROYALE | C5S1

UNDER GROUND

WHERE WILL REVENGE TAKE YOU?

CREATIVE DIRECTION

WE ARE THE UNDERGROUND

The sense of belonging to a secret community will have players working together to grab Peely and restore him to his rightful crew.

TONE

A BIT OF EDGE

Underground was purpose-built to put an emphasis on combat skills, new weapons and gameplay.

DEADPAN FUN

So much of Fortnite magic is juxtaposing extremely serious content with whimsy and fun without acknowledging the joke or becoming to meta.

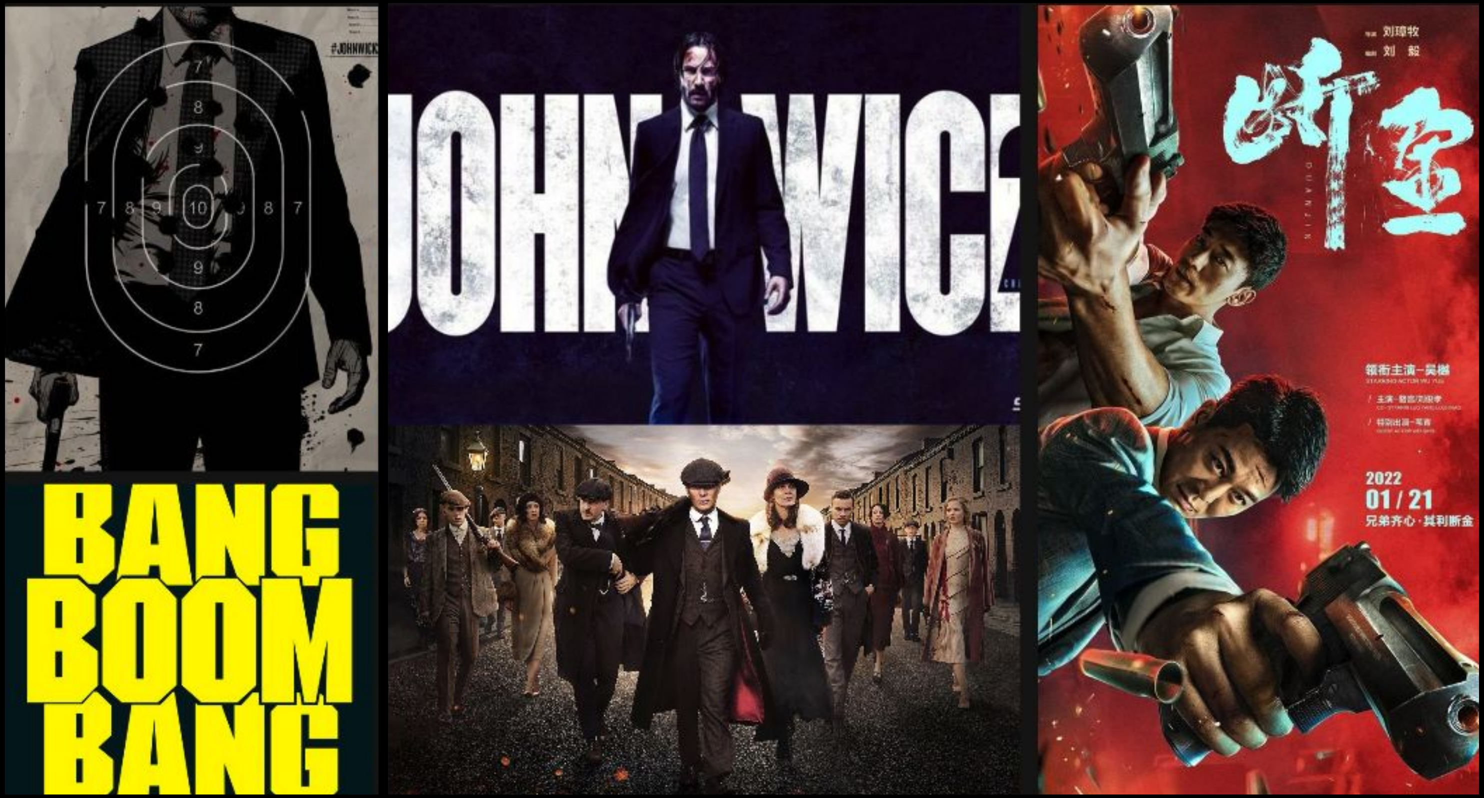
UNITED

We are in this together, united under one cause

TACTICAL

Think military lingo and slang. We are skilled operators in tone, style, and playstyle.

GRITTY, DARK, GRIM, DANGEROUS

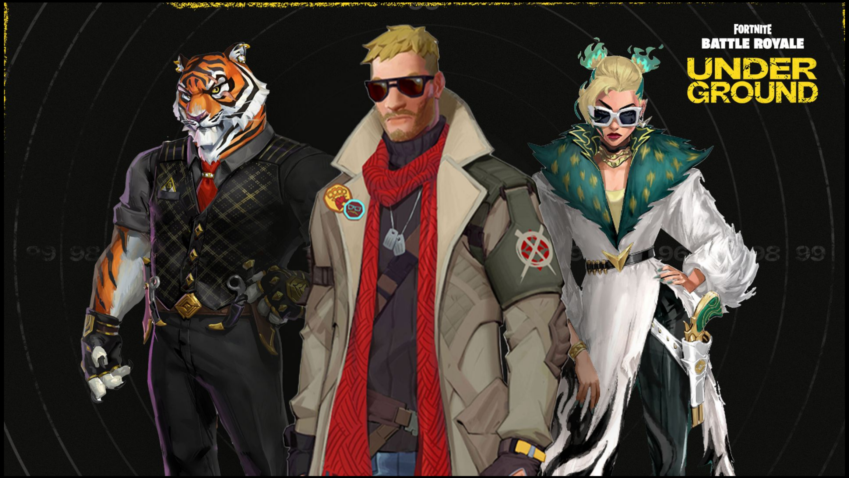

#JOHNWICK
7
8
9
10
JOHN WIC
BANG
BOOM
BANG
刘璋牧
刘 毅
断金
领衔主演—吴樾
2022
01/21
兄弟齐心·其利断金

BRANDING

FORTNITE
BATTLE ROYALE
UNDER
GROUND

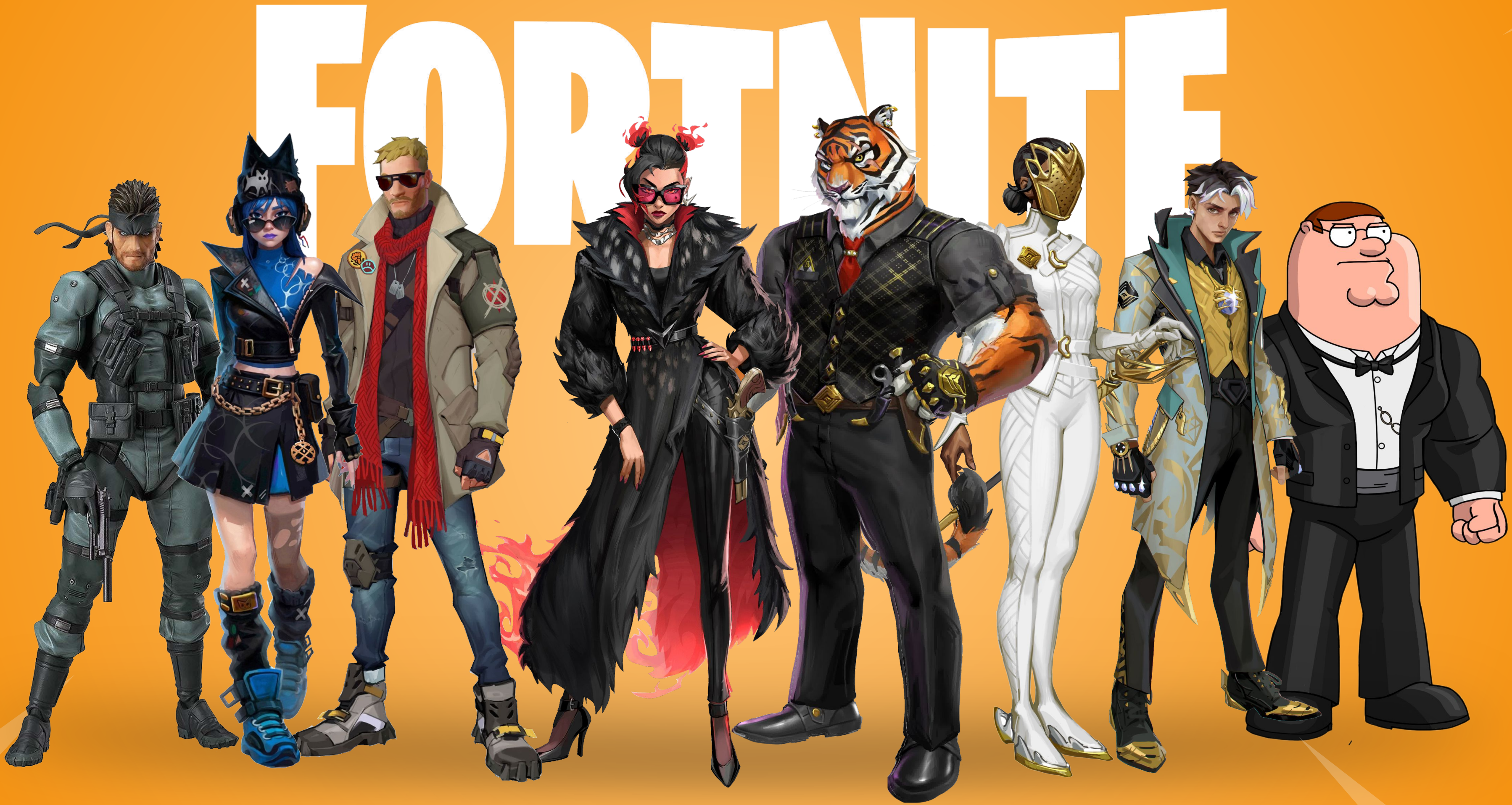
WHERE WILL REVENGE TAKE YOU?

UNDER
GROUND


FORTNITE
BATTLE ROYALE
UNDER
GROUND

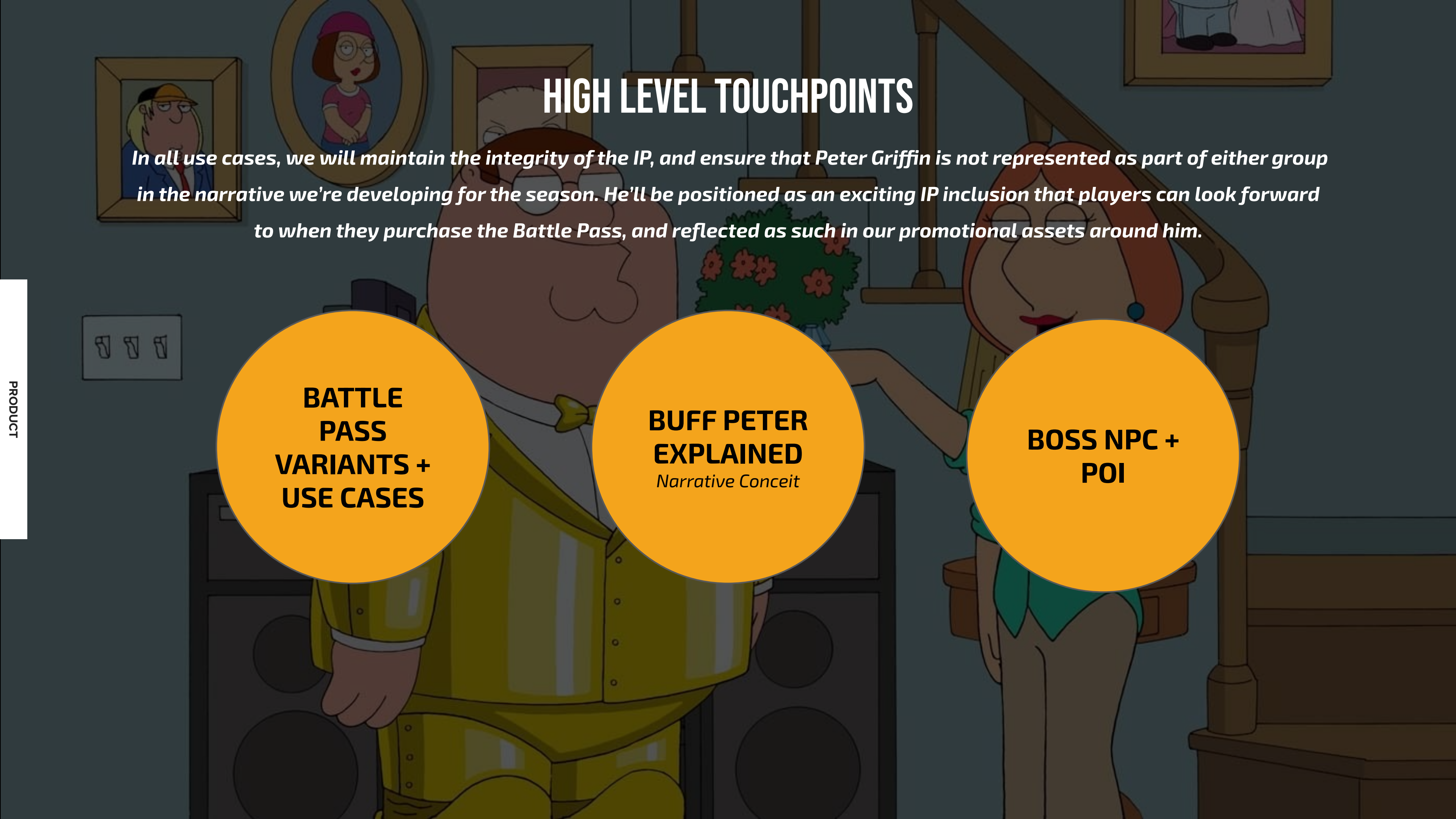
FORTNITE
BATTLE ROYALE
UNDER
GROUND

*FPO - this is not indicative of our lineup design or direction



CHARACTER POSITIONING

PETER GRIFFIN



HIGH LEVEL TOUCHPOINTS

In all use cases, we will maintain the integrity of the IP, and ensure that Peter Griffin is not represented as part of either group in the narrative we're developing for the season. He'll be positioned as an exciting IP inclusion that players can look forward to when they purchase the Battle Pass, and reflected as such in our promotional assets around him.

BATTLE PASS VARIANTS + USE CASES

BUFF PETER EXPLAINED

Narrative Conceit

BOSS NPC + POI

PETER GRIFFIN

BATTLE PASS VARIANTS + USE CASES

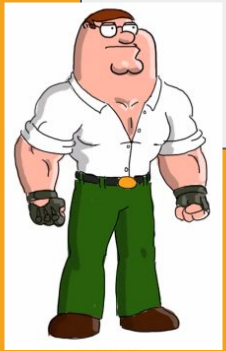
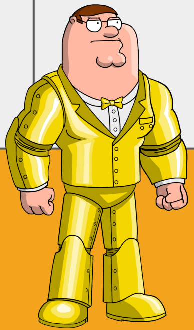
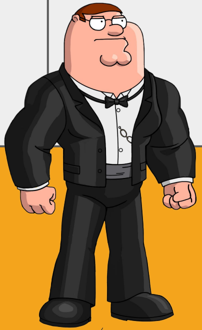
We'll have **three** outfit variants in Peter Griffin's set:

- Buff Peter Default
- Gold Suit Variant
- Black Tuxedo Variant

Each outfit will land within his Battle Pass set, and will be represented in various assets where they make the most sense from a marketing standpoint.

To the right is our recommendation for where to represent each outfit (please note, this is still going through EPIC executive review, current recommendation is not solidified, but would appreciate specific flags from IP):

DEFAULT	GOLD SUIT	BLACK TUXEDO
- Peter Specific Social/UA assets	- Peter Specific Social/UA assets	- Peter Specific Social/UA assets
- Launch trailer scene	- Used for Boss NPC	- Animated trailer endslate
- Animated trailer endslate		- Battle Pass Lineup
- Narrative Conceit		- Battle Pass Purchase Screens (in-game)

PETER GRIFFIN

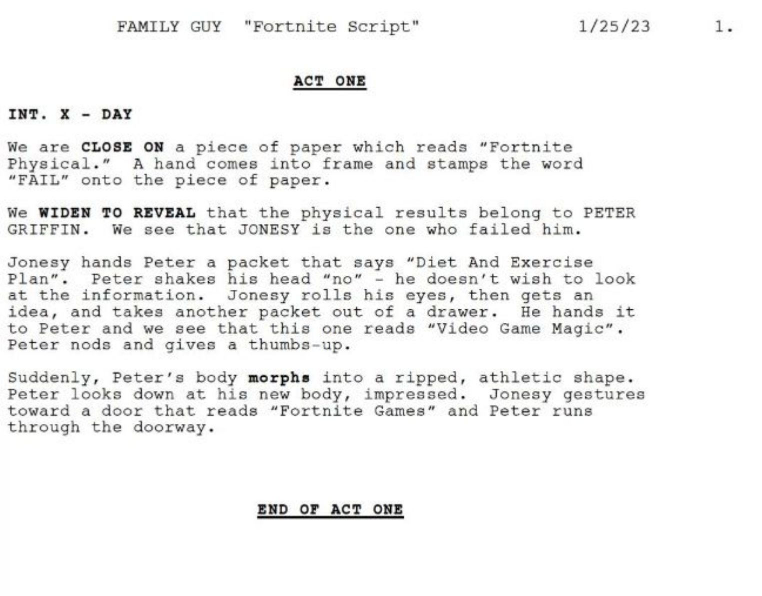
BUFF PETER EXPLAINED

PROMOTIONAL CONTENT

Narrative Conceit mashup video developed by Fuzzy Door and Epic teams to help players understand why Peter is more muscular than his normal form. Current version under review by Disney/Fuzzy Door.

WHERE THIS WILL BE REPRESENTED

SOCIAL PROMOTION



FAMILY GUY "Fortnite Script" 1/25/23 1.

ACT ONE

INT. X - DAY

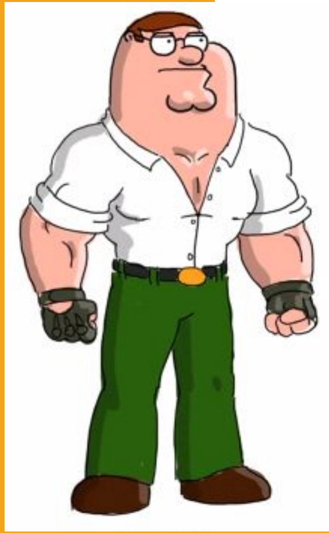
We are **CLOSE ON** a piece of paper which reads "Fortnite Physical." A hand comes into frame and stamps the word "FAIL" onto the piece of paper.

We **WIDEN TO REVEAL** that the physical results belong to PETER GRIFFIN. We see that JONESY is the one who failed him.

Jonesy hands Peter a packet that says "Diet And Exercise Plan". Peter shakes his head "no" - he doesn't wish to look at the information. Jonesy rolls his eyes, then gets an idea, and takes another packet out of a drawer. He hands it to Peter and we see that this one reads "Video Game Magic". Peter nods and gives a thumbs-up.

Suddenly, Peter's body **morphs** into a ripped, athletic shape. Peter looks down at his new body, impressed. Jonesy gestures toward a door that reads "Fortnite Games" and Peter runs through the doorway.

END OF ACT ONE



- Fail Meowscles physical
- Meowscles hands Peter a massive manual "How To Get Swole In 30 Days"
- Peter looks at watch and shakes his head – too long.
- Meowscles sighs, agrees, then pulls expired Slurp Juice
- Peter takes it
- Could just cut to in-game version of Peter in FN OR we hear Peter chugging as Meowscles watches grinning, etc., Peter transforms off screen and he runs through rift in new model
- Cut to Fortnite gameplay of Buff Peter

PETER GRIFFIN

BOSS NPC + POI

GAMEPLAY TIE-IN

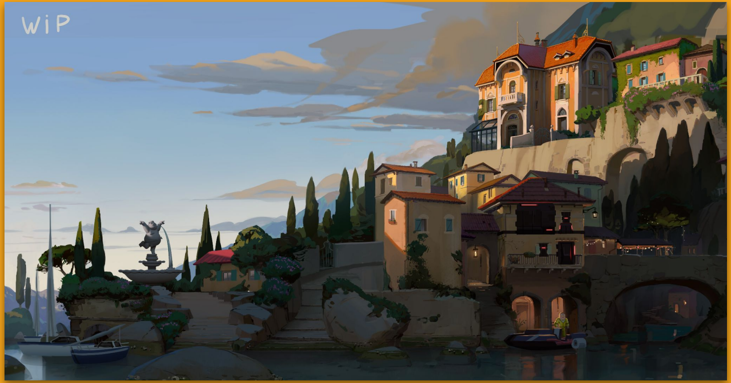
Peter Griffin will be added to Fortnite as an NPC Boss for the duration of the season. This is a great way for all players to engage further with the IP outside of purchasing the Battle pass, and build excitement for players around the Family Guy brand within Fortnite.

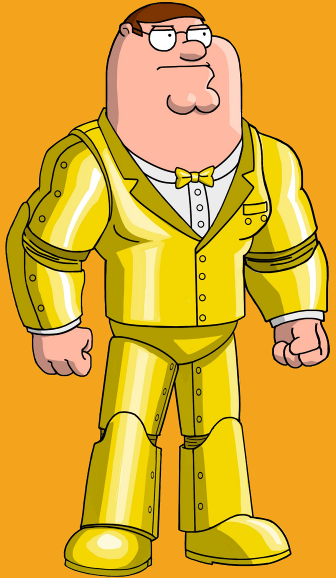
On patrol in a stepped village area, Players will encounter Peter's Gold Suit variant as an NPC boss, wandering around/guarding his fancy new villa in wanderlust on how he even fell into all of this money. He'll be protecting his property with two guards, but will not be positioned as evil.

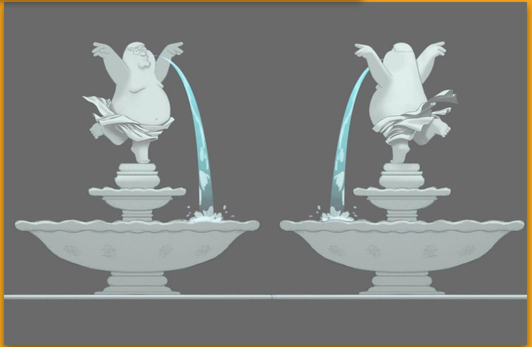
WHERE THIS WILL BE REPRESENTED

TBD SOCIAL PROMOTION

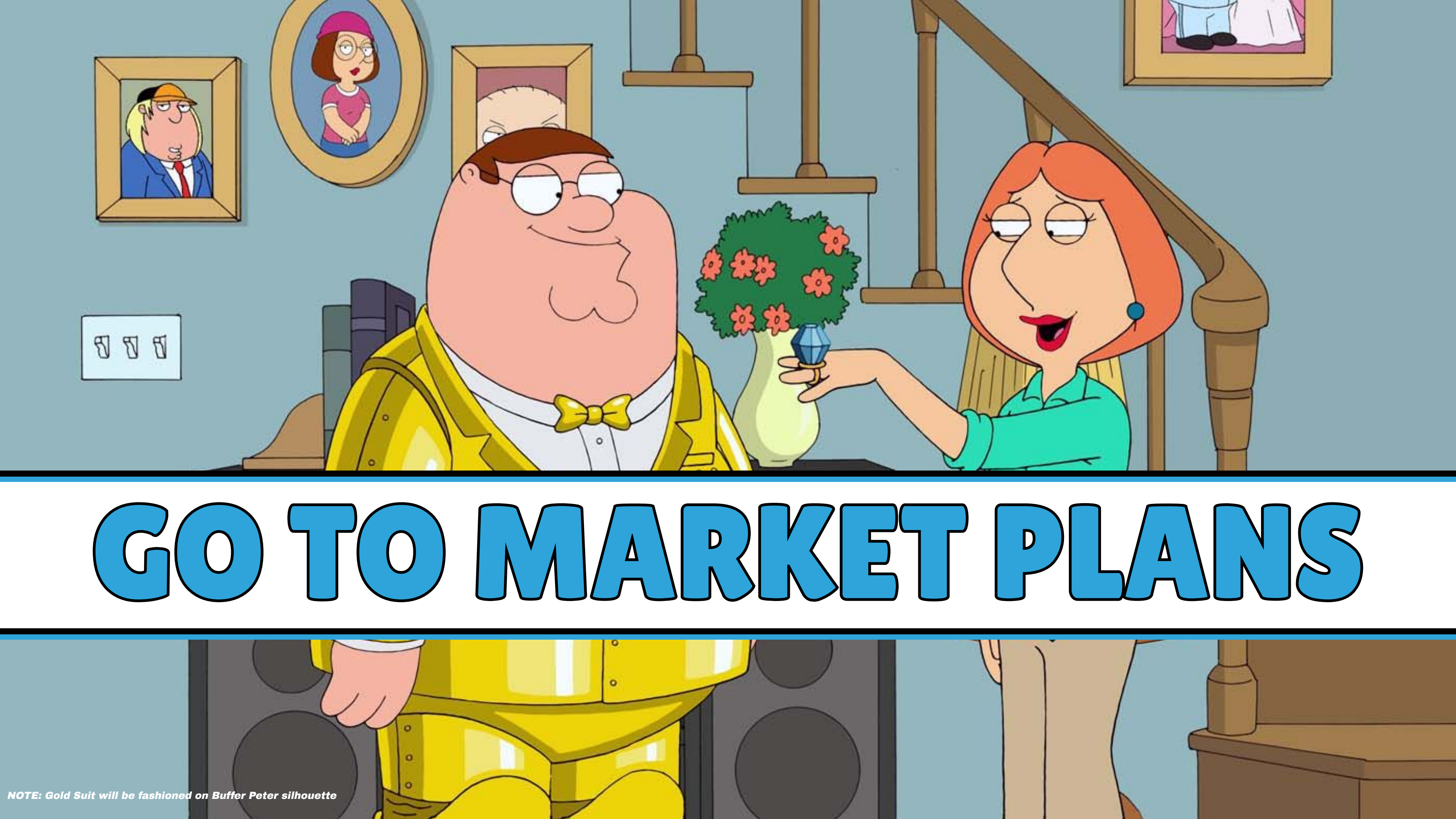
IN-GAME







GO TO MARKET PLANS



NOTE: Gold Suit will be fashioned on Buffer Peter silhouette

PETER GRIFFIN LANDS IN FORTNITE AS A CHAPTER 5 BATTLE PASS CHARACTER

KEY CONSIDERATIONS

PETER GRIFFIN is available in the Battle Pass for a new chapter.

- **Chapter launches = Highest anticipated event in Fortnite**
- **BP Inclusion = More in-game content unlocks, inclusion in the highest visible promotional placements, full season coverage (10-12 weeks)**
- **Buff Peter is unlockable on DAY ONE to *drive hype and early engagement* within the season**

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BATTLE PASS MARKETING

PETER GRIFFIN

MARKETING ASSETS

- Battle Pass Lineup
- Character-specific statics (UA/Social)
- Scene in Chapter 5 launch trailer (gameplay section)
- Narrative conceit video
- Inclusion in Chapter 5 Blog Post

PROMOTIONAL BEATS

- Fortnite social channels *(FB/TW/IG/Tik Tok/YT)*
- Fortnite Web
- Fortnite Blog
- First Party Support *(Playstation, Nintendo, Xbox, EGS, Samsung, NVIDIA, Sony)* – LIVE
- Paid Media *(UA)*

TBC

- Support from Family Guy social channels

IN-GAME ACTIVITY

- Message of the Day
- Battle Pass Purchase Screens
- Appearance on BR Island as an NPC Boss

BATTLE PASS | SEASON LINEUP

OVERVIEW: *The character lineup is our back of box, Battle Pass promotional image. All Battle Pass characters are included in the lineup asset so our players are aware of every new character landing in Fortnite. The lineup asset design incorporates the season theme and features final pose renders of each character. Peter Griffin will be featured in this asset in his BLACK TUXEDO variant.*

PROMOTION: PAID MEDIA (UA), SOCIAL, FN BLOG, MOTD (IN-GAME)

Fortnite's Last Resort Season: Ahsoka Tano, Khaby Lame

C3S3
FORTNITE
VIBIN'
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C3S3

Fortnite Vibin' Season: Darth Vader, Indiana Jones

Fortnite WILDS Season: Optimus Prime

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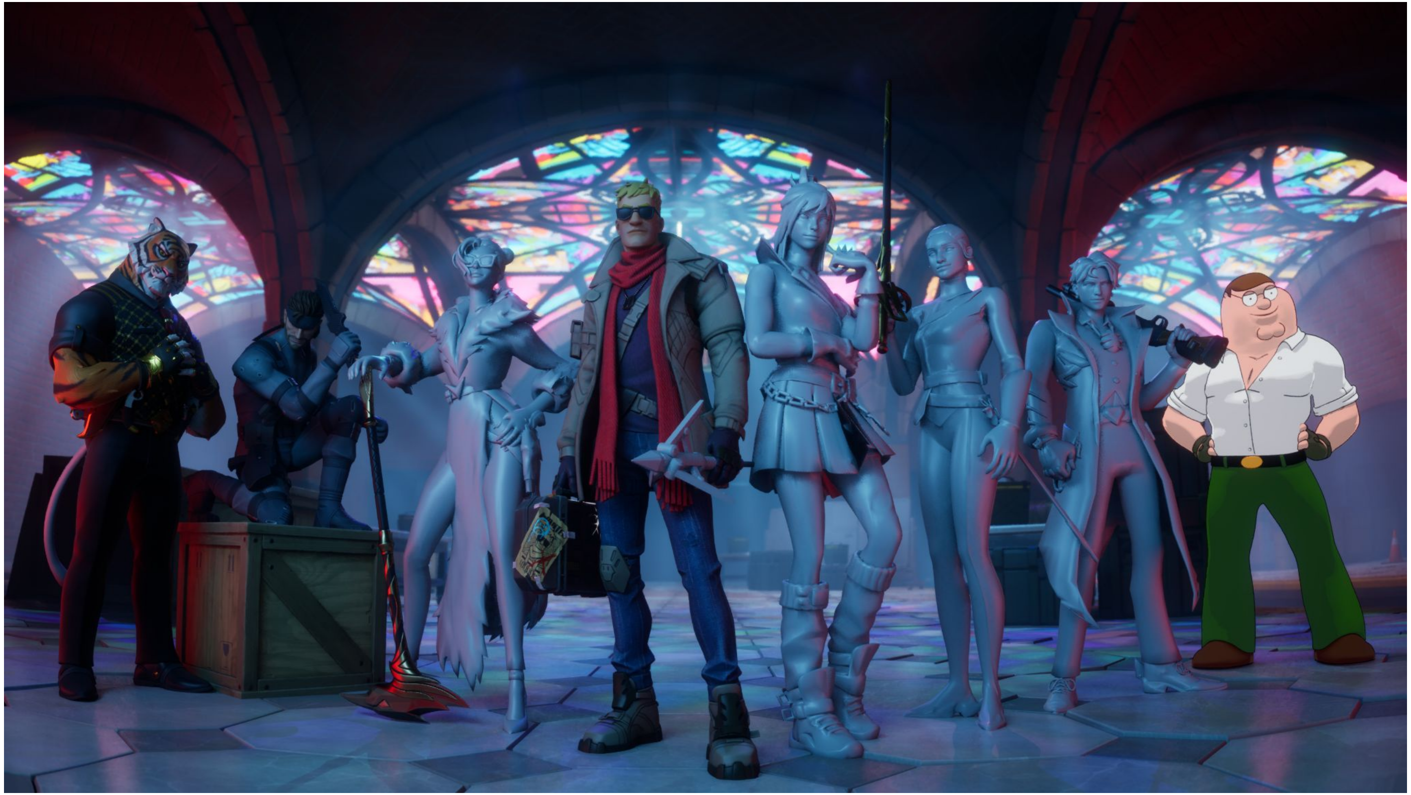
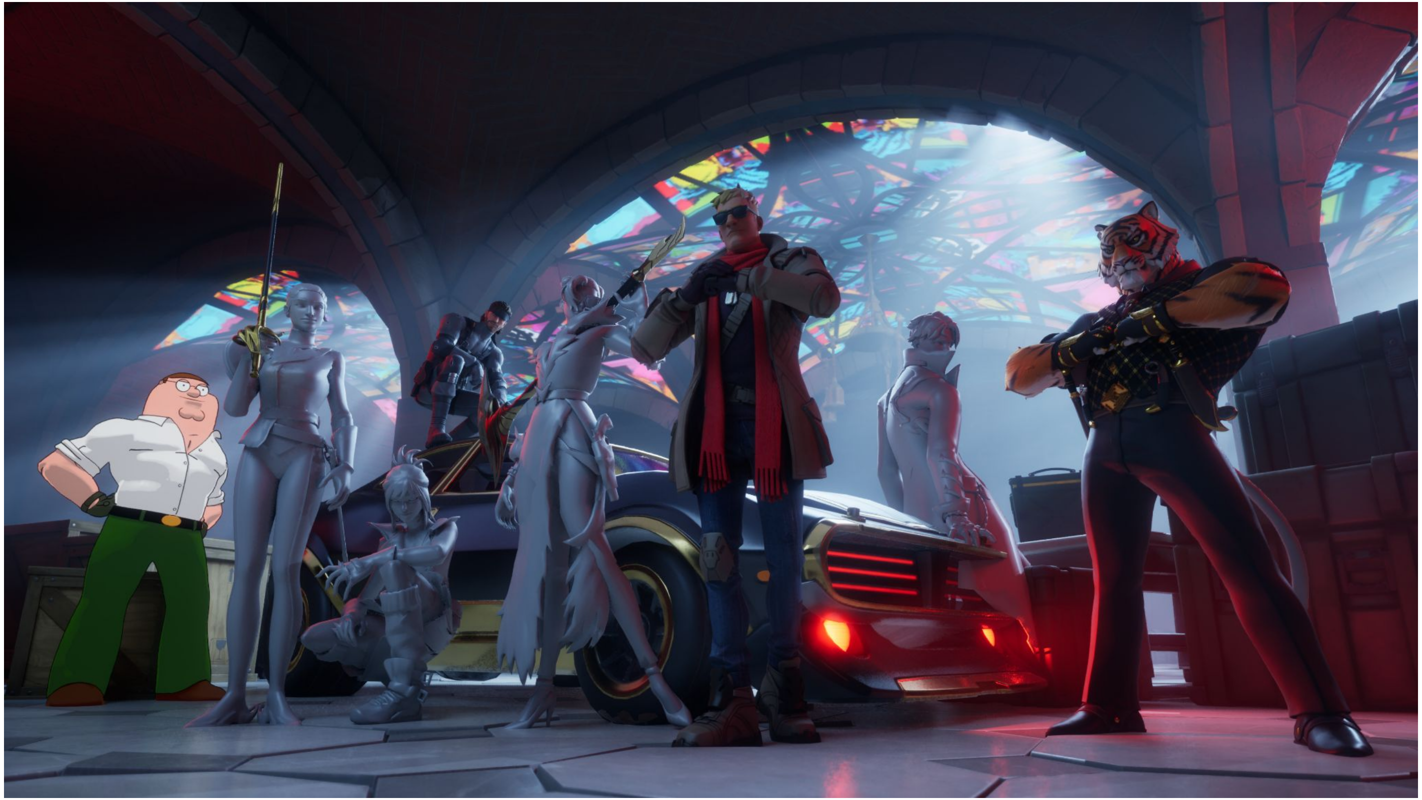
BATTLE PASS I SEASON LINEUP (V1 – WIP)



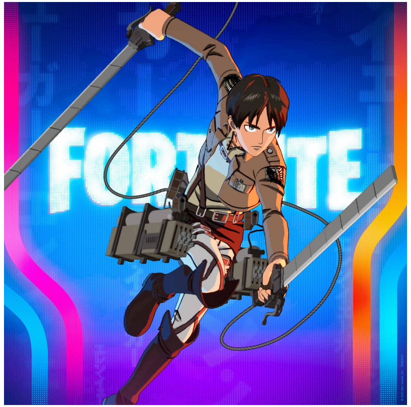
BATTLE PASS | SEASON LINEUP (V2-WIP)



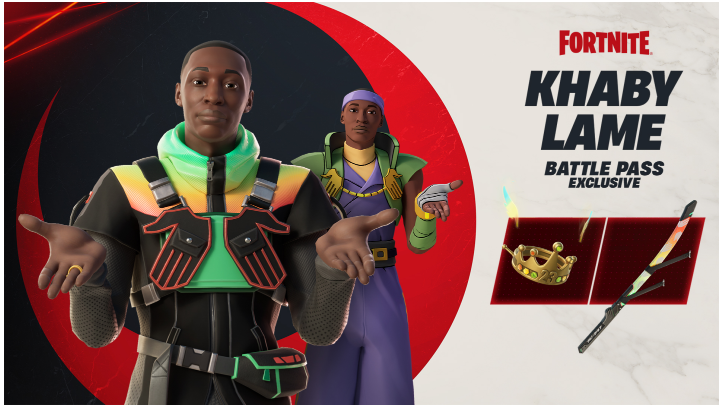
BATTLE PASS I CHARACTER SPECIFIC

OVERVIEW: *We also create character-specific assets to show off the outfits & full Battle Pass set separately from the full Battle Pass group. All characters within the Battle Pass receive their own static assets that showcase their outfit variants and accessories with the season wrapper used as the backdrop to establish a connective thread that they are all part of the same package.*

PROMOTION: PAID MEDIA (UA), SOCIAL, FN BLOG, MOTD (IN-GAME)



Fortnite MEGA Season : EREN JAEGER


FORTNITE
KHABY LAME
BATTLE PASS
EXCLUSIVE

Fortnite Last Resort Season : KHABY LAME

FORTNITE
WILDS
BATTLE ROYALE | C4S3

Fortnite WILDS Season : OPTIMUS PRIME

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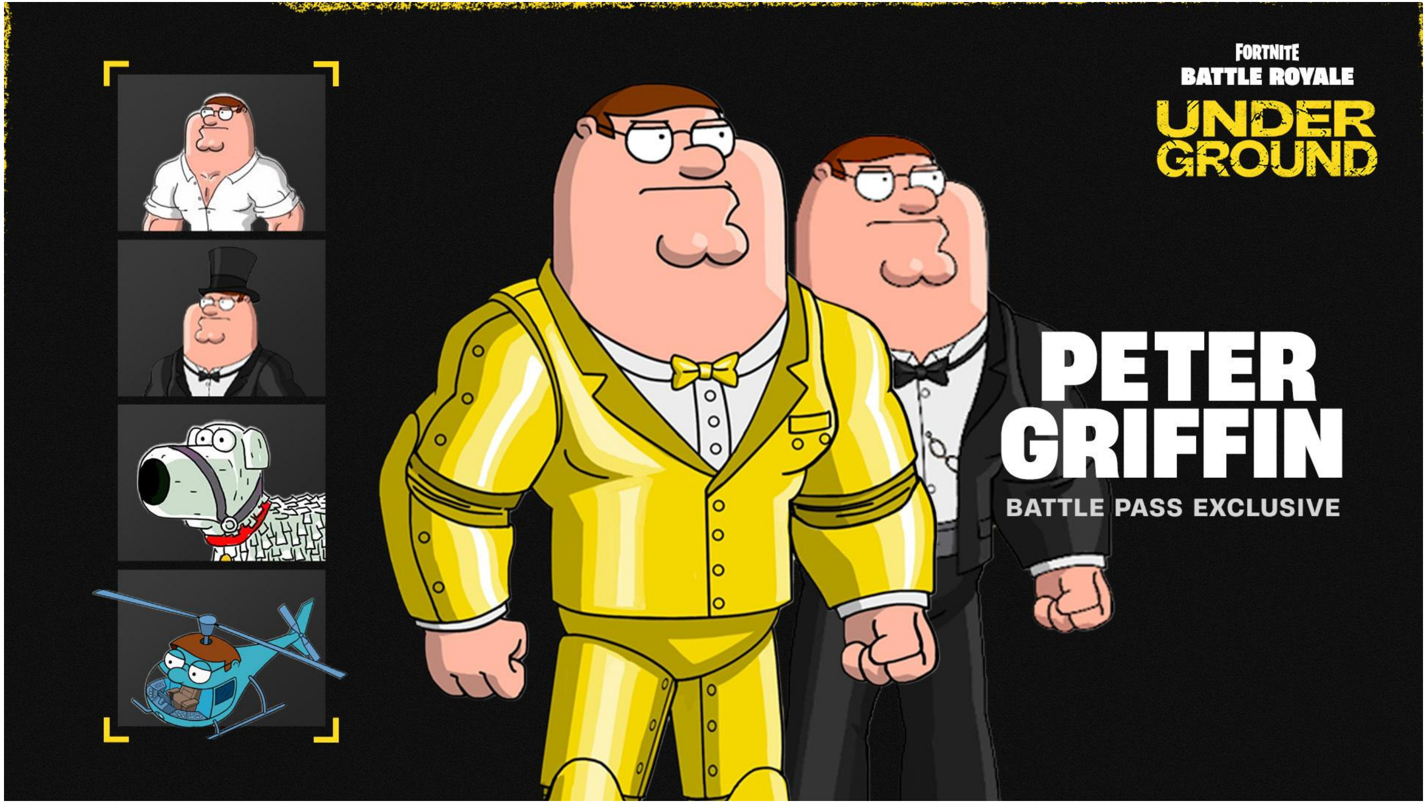
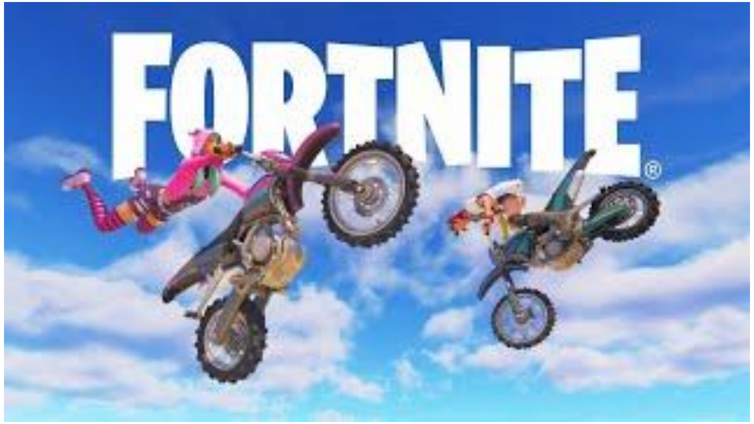
BATTLE PASS | CHARACTER SPECIFIC


FORTNITE
BATTLE ROYALE
UNDER GROUND
PETER GRIFFIN
BATTLE PASS EXCLUSIVE

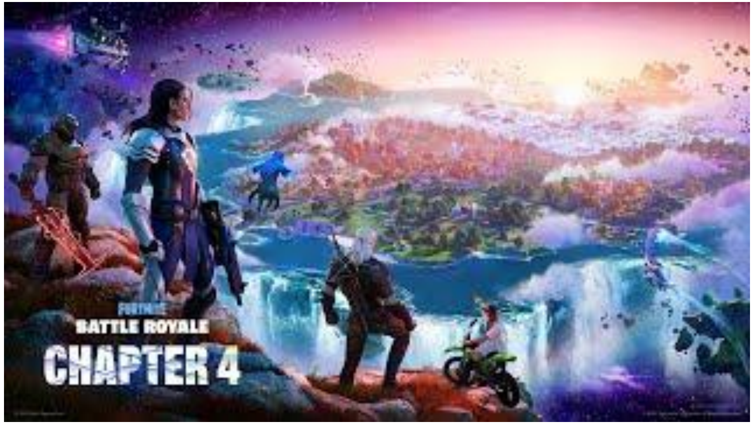
CHAPTER 5 | LAUNCH TRAILER

OVERVIEW: *This season, we will be creating a launch trailer that combines cinematic and gameplay scenes to set the tone of our season, establish our narrative, and highlight all new Battle Pass outfits and key gameplay elements coming to Fortnite. Peter Griffin will be highlighted specifically in our Gameplay section in his DEFAULT OUTFIT – script and scene will be provided to partner for review throughout the production process.*

PROMOTED ACROSS: PAID MEDIA (UA), SOCIAL, FN BLOG / SITE, IN-GAME



Cinematic Trailer Example (Doom Slayer & Witcher)



Gameplay Trailer Example (Doom Slayer & Witcher)

PREVIOUS EXAMPLES

Promotional placements are subject to change & not final

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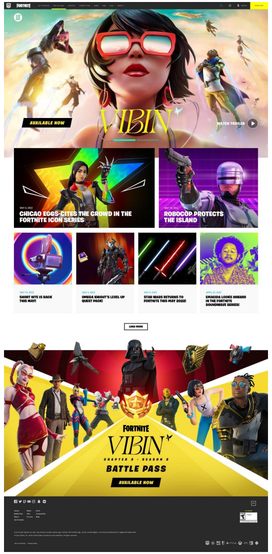
FAMILY GUY | NARRATIVE CONCEIT

PROMOTED ACROSS: SOCIAL, PAID MEDIA

PROMO

BATTLE PASS I WEB

CHANNELS: FN.COM


AVAILABLE NOW
VIBIN
WATCH TRAILER

MAY 4, 2022
CHICAO EGGS-CITES THE CROWD IN THE FORTNITE ICON SERIES

MAY 10, 2022
ROBOCOP PROTECTS THE ISLAND

MAY 10, 2022
SHORT NITE IS BACK THIS MAY!

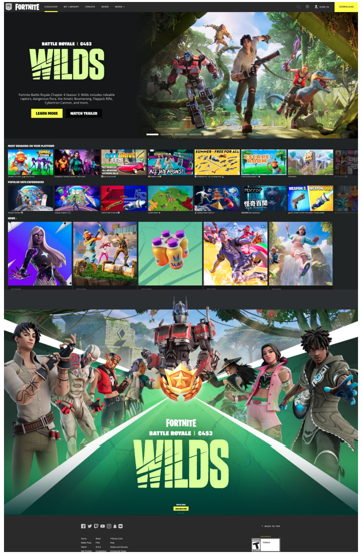
MAY 4, 2022
OMEGA KNIGHT'S LEVEL UP QUEST PACK!

MAY 3, 2022
STAR WARS RETURNS TO FORTNITE THIS MAY 2022!

APRIL 22, 2022
EMACIDA LOOKS INWARD IN THE FORTNITE SOUNDWAVE SERIES!

LOAD MORE
FORTNITE
VIBIN'
CHAPTER 3 · SEASON 3
BATTLE PASS
AVAILABLE NOW

C3S3: DARTH VADER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NEWS
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WILDS
LEARN MORE
WATCH TRAILER
MOST ENGAGING ON YOUR PLATFORM
ZOMBIE TYCOON
CITY DRIVE FFA
ALL WEAPONS!
FORTNITE
BATTLE ROYALE | C4S3
WILDS

Fortnite Battle Royale Chapter 4 Season 3: Wilds includes rideable raptors, dangerous flora, the Kinetic Boomerang, Flapjack Rifle, Cybertron Cannon, and more.

C4S3: OPTIMUS PRIME

PREVIOUS EXAMPLES

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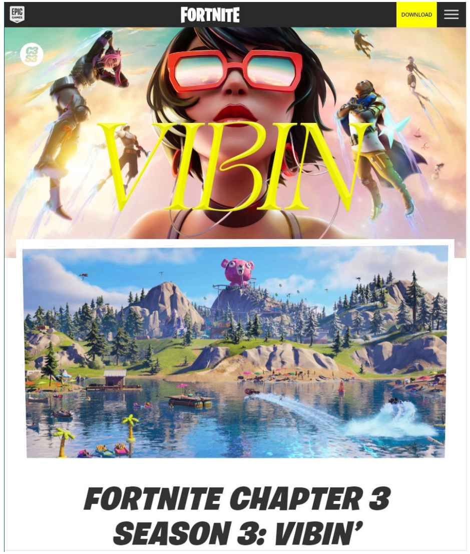
PROMO

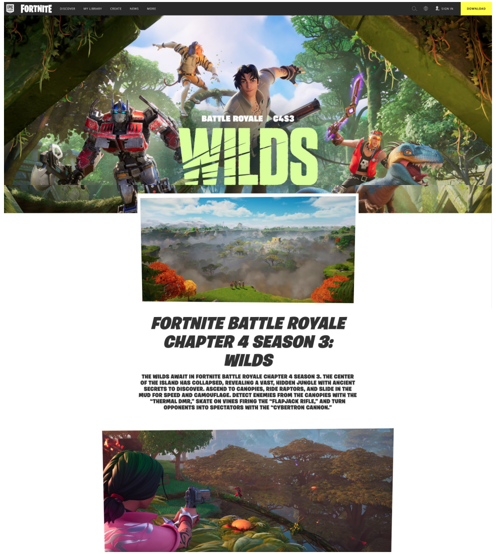
BATTLE PASS | BLOG

CHANNELS: FN.COM


FORTNITE
DOWNLOAD
VIBIN

FORTNITE CHAPTER 3 SEASON 3: VIBIN'

C3S3: DARTH VADER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CREATE
NEWS
MORE
SIGN IN
DOWNLOAD
BATTLE ROYALE C4S3
WILDS

FORTNITE BATTLE ROYALE CHAPTER 4 SEASON 3: WILDS

THE WILDS AWAIT IN FORTNITE BATTLE ROYALE CHAPTER 4 SEASON 3. THE CENTER OF THE ISLAND HAS COLLAPSED, REVEALING A VAST, HIDDEN JUNGLE WITH ANCIENT SECRETS TO DISCOVER. ASCEND TO CANOPIES, RIDE RAPTORS, AND SLIDE IN THE MUD FOR SPEED AND CAMOUFLAGE. DETECT ENEMIES FROM THE CANOPIES WITH THE "THERMAL DMR," SKATE ON VINES FIRING THE "FLAPJACK RIFLE," AND TURN OPPONENTS INTO SPECTATORS WITH THE "CYBERTRON CANNON."

C4S3: OPTIMUS PRIME

PREVIOUS EXAMPLES

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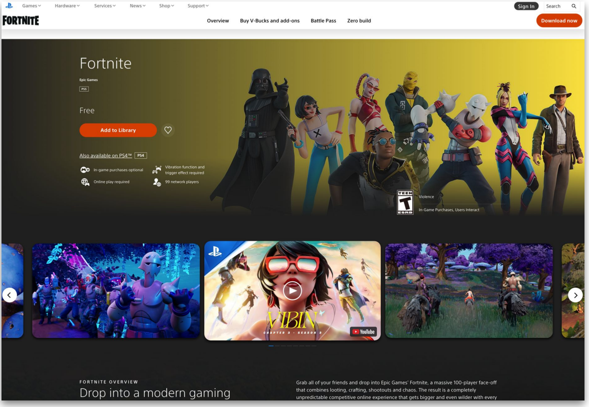
PROMO

BATTLE PASS I FIRST PARTY

CHANNELS: PLAYSTATION, XBOX, EPIC GAMES STORE, SWITCH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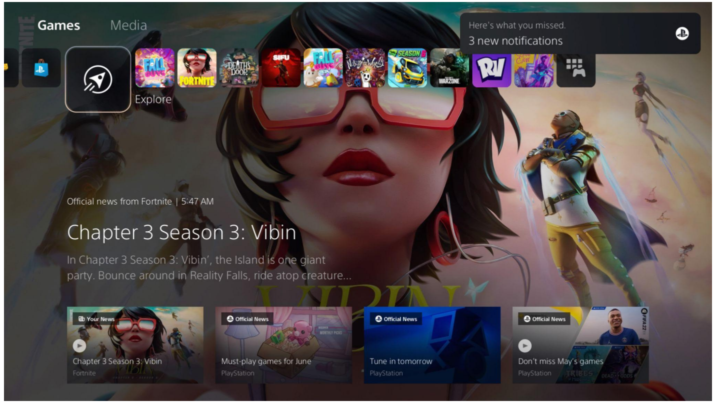
Buy V-Bucks and add-ons
Battle Pass
Zero build
Download now
Fortnite
Epic Games
PS5
Free
Add to Library
Also available on PS4™
PS4
In-game purchases optional
Vibration function and trigger effect required
Online play required
99 network players
TEEN
Violence
In-Game Purchases, Users Interact
VIBIN
YouTube

FORTNITE OVERVIEW

Drop into a modern gaming

Grab all of your friends and drop into Epic Games' Fortnite, a massive 100-player face-off that combines looting, crafting, shootouts and chaos. The result is a completely unpredictable competitive online experience that gets bigger and even wilder with every


Games
Media
Explore
Your News
Official News
Official News
Official News

Here's what you missed.
3 new notifications

Official news from Fortnite | 5:47 AM

Chapter 3 Season 3: Vibin

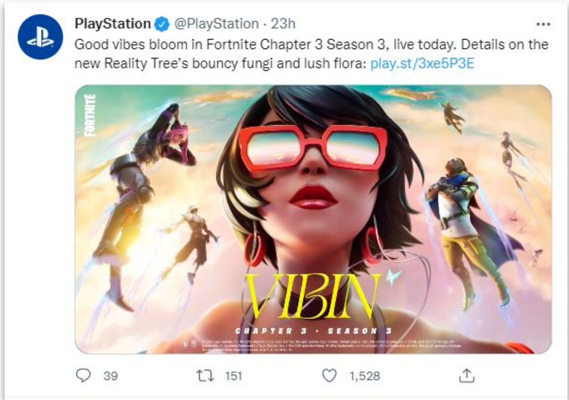
In Chapter 3 Season 3: Vibin', the Island is one giant party. Bounce around in Reality Falls, ride atop creature...

Chapter 3 Season 3: Vibin
Fortnite

Must-play games for June
PlayStation

Tune in tomorrow
PlayStation

Don't miss May's games
PlayStation


FORTNITE
VIBIN
CHAPTER 3 · SEASON 3

PlayStation @PlayStation · 23h

Good vibes bloom in Fortnite Chapter 3 Season 3, live today. Details on the new Reality Tree's bouncy fungi and lush flora: play.st/3xe5P3E

39 151 1,528

C3S3: DARTH VADER, INDIANA JONES

PREVIOUS EXAMPLES

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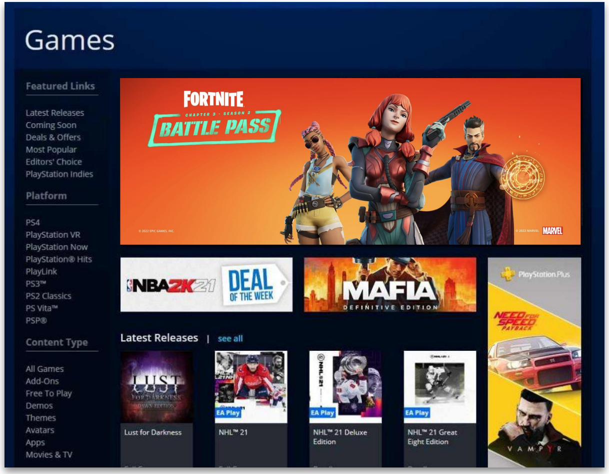
PROMO

BATTLE PASS | PAID MEDIA

CHANNELS: 1ST PARTY, WEB, SOCIAL MEDIA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Latest Releases
Coming Soon
Deals & Offers
Most Popular
Editors' Choice
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Platform
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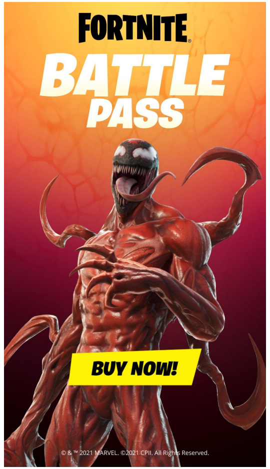
PlayStation VR
PlayStation Now
PlayStation® Hits
PlayLink
PS3™
PS2 Classics
PS Vita™
PSP®
Content Type
All Games
Add-Ons
Free To Play
Demos
Themes
Avatars
Apps
Movies & TV
FORTNITE
CHAPTER 3 · SEASON 2
BATTLE PASS
MARVEL
NBA 2K21
DEAL OF THE WEEK
MAFIA
DEFINITIVE EDITION
PlayStation Plus
NEED FOR SPEED PAYBACK
VAMPYR
Latest Releases | see all
Lust for Darkness
NHL™ 21
NHL™ 21 Deluxe Edition
NHL™ 21 Great Eight Edition
EA Play


FORTNITE
BATTLE PASS
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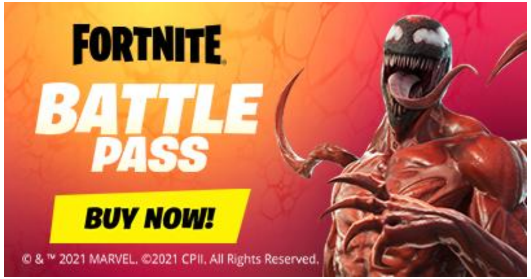
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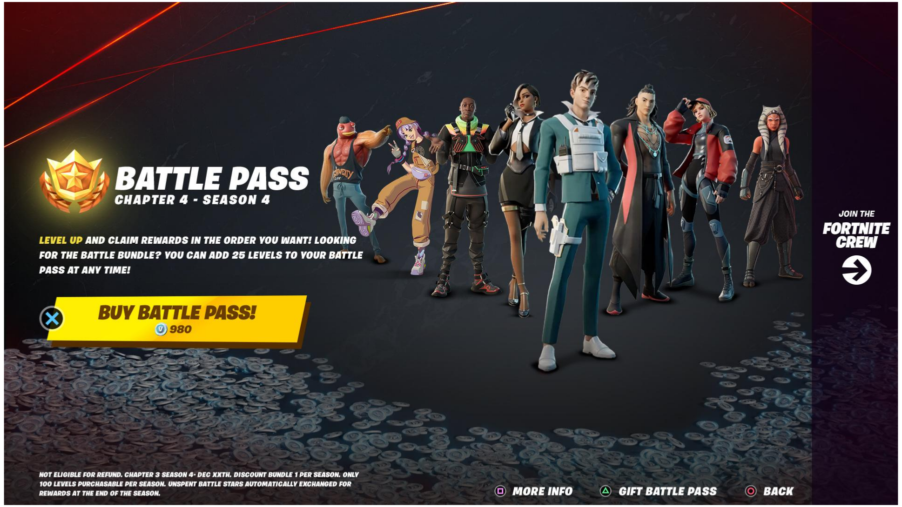
PROMO

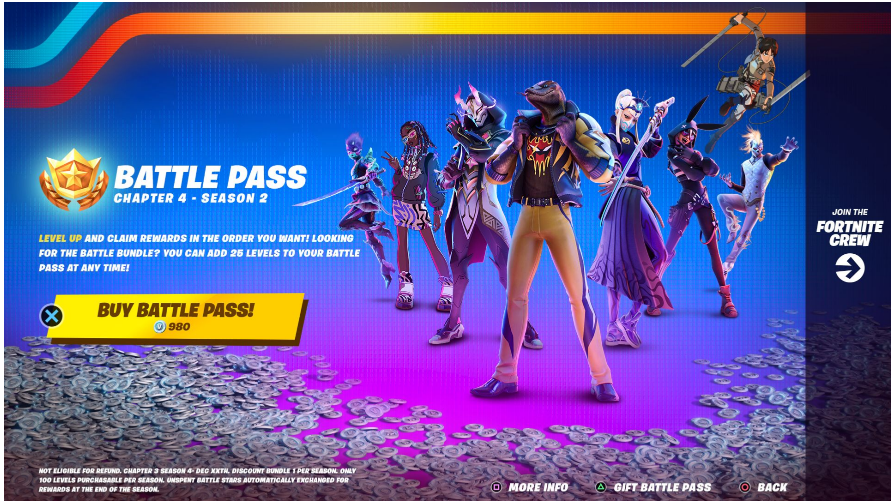
BATTLE PASS I IN-GAME PURCHASE SCREEN

PLATFORMS: IN-GAME


BATTLE PASS
CHAPTER 4 - SEASON 4
BUY BATTLE PASS!
980
JOIN THE
FORTNITE CREW
MORE INFO
GIFT BATTLE PASS
BACK

LEVEL UP AND CLAIM REWARDS IN THE ORDER YOU WANT! LOOKING FOR THE BATTLE BUNDLE? YOU CAN ADD 25 LEVELS TO YOUR BATTLE PASS AT ANY TIME!

NOT ELIGIBLE FOR REFUND. CHAPTER 3 SEASON 4- DEC XXTH. DISCOUNT BUNDLE 1 PER SEASON. ONLY 100 LEVELS PURCHASABLE PER SEASON. UNSPENT BATTLE STARS AUTOMATICALLY EXCHANGED FOR REWARDS AT THE END OF THE SEASON.


BATTLE PASS
CHAPTER 4 - SEASON 2
BUY BATTLE PASS!
980
JOIN THE
FORTNITE CREW
MORE INFO
GIFT BATTLE PASS
BACK

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NOT ELIGIBLE FOR REFUND. CHAPTER 3 SEASON 4- DEC XXTH. DISCOUNT BUNDLE 1 PER SEASON. ONLY 100 LEVELS PURCHASABLE PER SEASON. UNSPENT BATTLE STARS AUTOMATICALLY EXCHANGED FOR REWARDS AT THE END OF THE SEASON.

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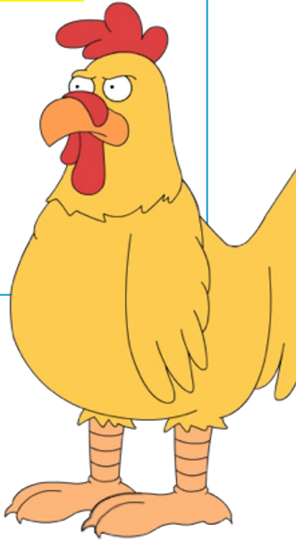
ERNIE THE CHICKEN LANDS IN THE FORTNITE ITEM SHOP

ITEM SHOP MARKETING

ERNIE THE CHICKEN



MARKETING ASSETS

- Key Art (Renders)
    - Social Statics
    - Message of the Day Statics

PROMOTIONAL BEATS

- Fortnite social channels
  (FB/TW/IG/Tik Tok/YT)

TBC

- 1st Party Partner support
- Family Guy channel support

IN-GAME ACTIVITY

- Message of the Day
- Item Shop

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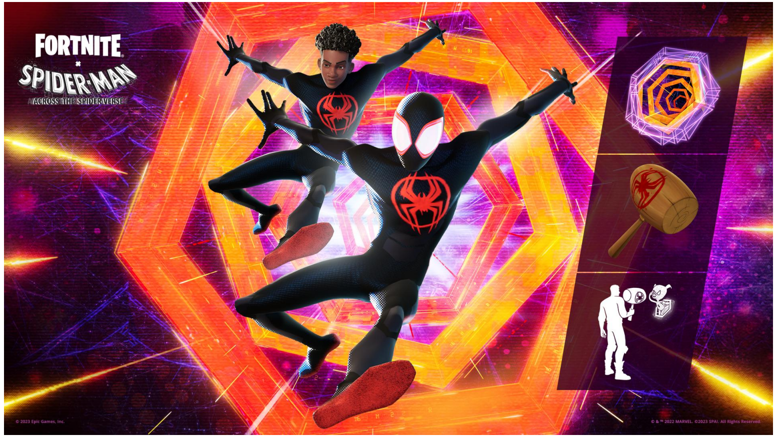
ITEM SHOP I KEY ART

PROMOTED ACROSS: SOCIAL, FN BLOG, MOTD (IN-GAME)


FORTNITE
x
SPIDER-MAN
ACROSS THE SPIDER-VERSE
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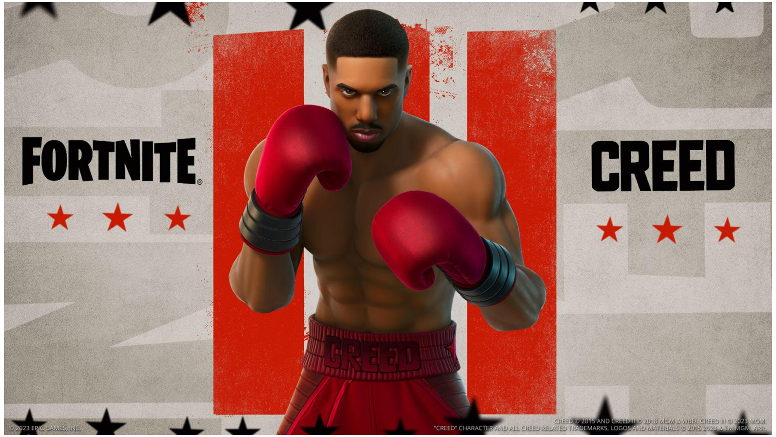
FORTNITE
CREED
CREED
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"CREED" CHARACTER AND ALL CREED RELATED TRADEMARKS, LOGOS AND MATERIALS © 2015 2023 & TM MGM. ARR.

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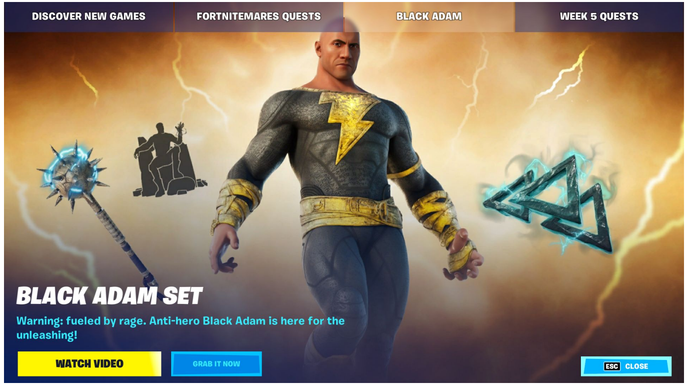
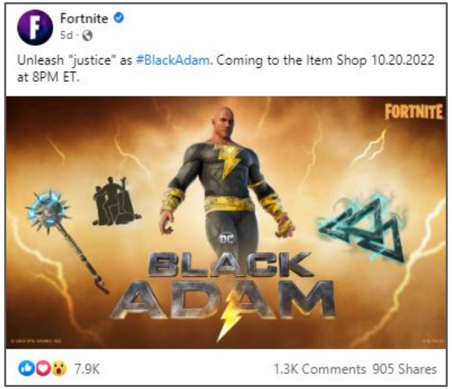
ITEM SHOP I PROMOTIONAL BEATS


DISCOVER NEW GAMES
FORTNITEMARES QUESTS
BLACK ADAM
WEEK 5 QUESTS
WATCH VIDEO
GRAB IT NOW
ESC CLOSE

BLACK ADAM SET

Warning: fueled by rage. Anti-hero Black Adam is here for the unleashing!

MESSAGE OF THE DAY

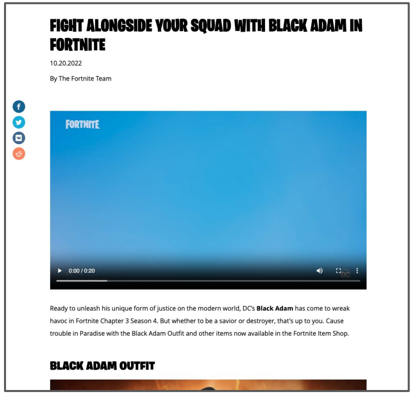

FORTNITE
DC
BLACK ADAM

Fortnite
5d ·

Unleash "justice" as #BlackAdam. Coming to the Item Shop 10.20.2022 at 8PM ET.

7.9K 1.3K Comments 905 Shares

SOCIAL


FORTNITE
0:00 / 0:20

FIGHT ALONGSIDE YOUR SQUAD WITH BLACK ADAM IN FORTNITE

10.20.2022

By The Fortnite Team

Ready to unleash his unique form of justice on the modern world, DC's **Black Adam** has come to wreak havoc in Fortnite Chapter 3 Season 4. But whether to be a savior or destroyer, that's up to you. Cause trouble in Paradise with the Black Adam Outfit and other items now available in the Fortnite Item Shop.

BLACK ADAM OUTFIT

BLOG

PREVIOUS EXAMPLES

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WIP TIMELINE

FULL ROS TO BE DELIVERED CLOSER TO LAUNCH DATE

	12/3/23	XXX	XXX	~1/30/24	XXX	XXX	3/12
IN-GAME	**TBD ET -** Battle Pass LIVE **TBD ET** - Battle Pass MOTD	**REHEAT PERIOD**		**TBD ET -** Ernie the Chicken lands in the Fortnite Item Shop **TBD ET -** Ernie the Chicken MOTD	**REHEAT PERIOD**		**TBC ET - CH5S1 ENDS**
OUT OF GAME	**TBC ET -** Launch Trailer LIVE across Fortnite O&O Platforms **TBC ET -** Buff Peter Narrative Conceit video LIVE on Fortnite Socials	**TBC ET -** Peter-specific static assets LIVE on Fortnite socials		**TBD ET -** Social Clip launch asset for Ernie the Chicken goes live on Fortnite Socials	**TBD ET -** Ernie the Chicken Reheat Asset on Fortnite Social Channels		

FORTNITE